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## Determination of Repurchase Interest through Consumer Trust: Analysis of Celebrity Endorsement for Scarlett Whitening skincare products

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**Abstract:** This article discusses the influence of celebrity endorsements, through interest in repurchasing Scarlett skincare, on consumer trust in the Tiktok online shop. The objects used are students at Bhayangkara University, Jakarta Raya. The sample used in this research was 200 respondents. In this research, quantitative methods are used with a descriptive approach, the data collection techniques used by researchers are secondary data and primary data. Based on the conceptual framework created, it can be concluded that the hypothesis is that online customer reviews influence consumer trust and repurchase interest, and consumer trust influences repurchase interest.

**Keyword:** Celebrity Endorsement, Repurchase Interest, Consumer Trust.

### INTRODUCTION

Companies have used different methods to attract consumers' attention and present a good product image to attract more consumers to use it. Taking on the role of brand ambassador while endorsing a product is a marketing tactic that influences consumers' desire to make additional purchases. One method used by business people to interact and communicate with the public in the hope of increasing sales is brand ambassadorship. Apart from celebrity endorsement, there are additional elements that may influence the perceived credibility of a product and function as a reliable source of product-related information, namely customer reviews or also known as E-WOM promotions, where consumers will provide comments regarding the usefulness and benefits they feel after buying a product using the comments column feature on social media, this is what makes this customer review a promotional medium that does not require promotional costs because positive reviews given by consumers can build the trust of existing and prospective consumers so that they can give confidence to current decision makers. buy goods.

The phenomenon in this research is the occurrence of boycotts. Boycott is an action or strategy carried out by individuals, groups, or communities to express disagreement or protest

against an entity, such as a company, product, service, or individual, by deliberately avoiding or refusing to actively engage with that entity. This is usually done in response to actions that are considered unethical, inconsistent with values, or contrary to certain views or goals.

This research aims to find out whether celebrity endorsers influence consumer repurchase interest in Scarlett skincare products through consumer trust. In this research, another supporting factor is using a celebrity who has advantages or expertise to promote the Scarlett Whitening beauty product so that consumers will be interested in repurchasing.

Based on references to the problems previously explained. The problem formulation of this research is as follows:

1. Does Celebrity Endorsement Influence Consumer Confidence?
2. Does celebrity endorsement have an influence on repurchase interest?
3. Does consumer trust influence repurchase interest?

## **METHOD**

This research design uses a quantitative research approach, namely utilizing mathematical formula equations, connecting them with pre-existing ideas, and then making conclusions. According to Sugiyono (2019:16-17) based on positivist ideology, quantitative research procedures are procedures used to study certain groups or samples, collect data using research instruments, and assess quantitative and artistic data to test hypotheses.

The sampling technique in this research uses a purposive sampling technique, namely strategic and non-random sampling based on certain considerations. The sample for this research consisted of consumers who had purchased Scarlett skincare products among students class of 2020 at Bhayangkara Jakarta Raya University.

In this research, the researcher used secondary data as a basis for the problem being researched, and the researcher also used primary data obtained from the results of distributing questionnaires, which were then collected directly from original sources and processed using certain methods.

## **RESULTS AND DISCUSSION**

### **Results**

The results of this article based on problem background, objectives, and methods are as follows:

#### **Celebrity Endorsement**

Celebrity endorsement is one of the most frequently used forms of advertising worldwide with celebrity endorsement, which involves using famous people to promote products that the general public finds interesting, entertaining, and reliable. Those who participate in endorsements are called endorsers and have promotional attributes. (Kotler dan Armstrong, 2019).

Endorsements can be defined as activities that provide support to the general public, artists, athletes and entertainers who are successful in their fields. (Shimp & Terence, 2014).

According to (Kotler & Keller, 2016) Celebrity Endorser is the use of sources such as attractive or famous people in advertising to increase brand perception among consumers, known as celebrity endorsement. Actors, comedians, singers, sportspeople, artists, and other popular people are examples of celebrities that are used. Because of their ability to attract large numbers of admirers and famous individuals, celebrities can be a very useful marketing tool. (Syahrudin & Karim, 2019).

Celebrity endorsers have several dimensions, the dimensions of celebrity endorsers in this research include the theory put forward by Rossiter and Percy in the book (Kertamukti, 2015:70), which is measured from the characteristics of endorsers in communication, namely the VisCAP model, namely:

- 1) Visibility  
Popularity is a measure of a celebrity's visibility.
- 2) Credibility (Can Be Trusted)  
A major factor in selecting celebrities as advertising endorsers is their credibility, or their ability to be trusted and recognized as an authority on a particular subject, such as brand reliability.
- 3) Attraction  
Through the attraction mechanism, endorsers will succeed in influencing consumer attitudes and actions.
- 4) Power (Strength)  
Advertisements must be able to persuade the target audience to make a purchase.

Endorsement indicators are described with the acronym TEARS (Shimp & Andrews, 2014) where TEARS includes: *Truthworthiness*

- 1) *Expertise*
- 2) *Physical Attractiveness*
- 3) *Respect*
- 4) *Similarity*

### **Consumer Trust**

Trust is a key component in every business process. A transaction between two parties, or more, will occur if both parties fail to cooperate. Trust includes a consumer to overcome threats and risks, but accommodate privately or make a purchase. Online shopping can influence consumer trust in online stores which is related to the website's reputation. (Angraini et al., 2023).

Consumer Trust in research journals (Rafqi & Ali, 2021) is the consumer's perception of consumer trust in the seller regarding the seller's good intentions, competence and honesty or integrity. This is important in online businesses because there is no direct communication or interaction between sellers and buyers. Consumer trust can create goodwill in sellers and increase consumer tendencies in purchasing behavior.

According to Sunarto in (Rosdiana & Haris, 2018) Consumer Beliefs are all the knowledge and assessments that consumers have regarding a product, its features and advantages. Products, people, businesses, and other things about which a person has views and beliefs can be considered objects.

According to McKnight (2014:12) in (Anggi, 2021) Trust is built between parties who do not know each other in the interaction or transaction process. There are two dimensions of consumer trust, namely:

- 1) Trusting Belief  
Trusting Belief is the extent to which a person has confidence and belief in other people in a particular situation, known as the level of trust.
- 2) Trusting Intention  
Trusting Intention (intention to trust) is Willing to depend on others in a situation is a conscious action known as "trusting intention", which starts from oneself and ultimately influences others. A person's cognitive trust in another individual is the basis of their intention to trust.

According to Kotler and Keller (2016:225) in (Sopia Eldawati, Bakkareng, 2022) trust indicators are divided into five parts, namely:

- 1) Ability  
Capabilities will refer to the competition and characteristics of sellers or organizations that may influence a particular region.

2) Benevolence (Kindness)

Good deeds are the seller's ability to provide mutually beneficial satisfaction between the seller and the consumer. This is how much consumers trust the seller to behave well towards consumers.

3) Integrity

Integrity relates to how the seller's behavior or habits run their business. How big is the consumer's attitude towards honesty in fulfilling the agreement that the consumer has made.

4) Willingness to depend (Willingness to depend)

Consumer willingness depends on the seller in the form of acceptance or negative consequences.

5) Competence (Competence)

Competence is the ability to solve consumer problems and fulfill all their needs. This ability refers to the skills or characteristics that enable it to have a dominant influence.

**Repurchase Interest**

In research (Permatasari & Ali H, et al., 2022) repurchase intention is that someone who has made a purchase, is aware of having made a purchase, and plans to make another purchase is said to have the intention to repurchase. This performance shows that customers will most likely be interested in making a repeat purchase if their first purchase provided satisfactory results. Repurchase intention is the interest or desire to make another purchase in the future, which comes from past shopping experiences.

According to (Kotler & Keller, 2019) repurchase interest occurs when a person or consumer feels satisfied with a product that meets expectations with the expected performance, creates satisfaction that encourages future purchases of the same product or brand, and tells other people about it. good product.

According to Kotler & Keller (2016) in the research journal (Paramita & Hapzi Ali, 2022), consumer repurchase interest is an urge to obtain a product based on choice, use, consumption, or even the desired experience, known as consumer repurchase interest.

Repurchase intention has four dimensions (repurchase intention) according to Ferdinand in (Dwinanda & Rachmawati, 2021), namely as follows:

- 1) Transactional interest
- 2) Referential interest
- 3) Preferential interest
- 4) Exploratory interest

According to (Chen and Chen, 2017) in the research journal (Febriyani, 2018) Repurchase Interest can be obtained through a thought process that forms perceptions so that it becomes an indicator of Repurchase Interest, namely:

- 1) Plans for the future use of business goods or services.
- 2) The possibility of using goods or services provided by the business.
- 3) The desire to use the company's offer as a supplier of goods and services.
- 4) Utilize or repurchase goods and services offered by the business at a later date.
- 5) Continue to establish relationships/maintain business relationships with the company thereafter.

**Table 1: Relevant previous research**

No	Researcher Name	Research Results	Research Equation	Research Differences	H
1	(Ali &	Trust has no effect on	There is an	This research	H3

	Frisco, 2024)	buying interest because the T-Statistic value does not meet the requirements, namely >1.96.	equation involving the variable Trust in Purchase Intention.	examines the Trust variable as an independent variable or X.	
2	(Sheilarahmi, 2021)	Product variations partially have a positive and significant effect on repurchase intention. Celebrity endorsers partially have no effect on repurchase intention. Product quality, product variety and celebrity endorsers simultaneously have a significant effect on repurchase interest.	There are similarities with this research in the Celebrity Endorser variable on Repurchase Intention.	This research uses SPSS version 22 as a data testing tool.	H1
3	(Lina Nurhayati & R.A Nurlinda, 2022)	Celebrity Endorser has a direct influence on Customer Trust, Online Customer Reviews influence Customer Trust. Each variable has similarities, namely Celebrity Endorser, Customer Online Review, Repurchase Interest through Trust, and the research method used is causal associative research.	Hypothesis testing in this research uses path analysis in SPSS software	Celebrity Endorser has a direct influence on Customer Trust, Online Customer Reviews influence Customer Trust. Each variable has similarities, namely Celebrity Endorser, Customer Online Review, Repurchase Interest through Trust, and the research method used is causal associative research.	H2
4	(Azura & Lubis, 2022)	Price influences purchasing decisions, while Celebrity Endorser has no influence on purchasing decisions.	There is an equation involving the variables Celebrity Endorsement and Trust. This research examines Trust as an independent variable or variable X.	Price influences purchasing decisions, while Celebrity Endorser has no influence on purchasing decisions.	H1

5	(Rohani et al., 2020)	Celebrity Endorser has a direct influence on Brand Trust, Celebrity Endorser has a direct influence on Repurchase Intention.	Celebrity Endorser on Repurchase Intention with Brand Trust as an intervening variable.	This research uses SPSS as a data tester.	H2
6	(Maridjo & Amelia, 2020)	Celebrity endorsers have a positive effect on repurchase interest with full mediation by attitudes towards Laneige. There are similarities in the Celebrity Endorses variable on Repurchase Intention. The data analysis technique in this research uses SEM-Partial Least Squares (SEM-PLS).	This research uses convenience sampling as a sampling technique.	Celebrity endorsers have a positive effect on repurchase interest with full mediation by attitudes towards Laneige. There are similarities in the Celebrity Endorses variable on Repurchase Intention. The data analysis technique in this research uses SEM-Partial Least Squares (SEM-PLS).	H1
7	(Prabowo, 2018)	The trust variable has a positive and significant influence on repurchase intention. This shows comfort, satisfaction and responsibility in providing trust to consumers to support their interest in repurchasing.	There are similarities with this research in the variable Trust in Repurchase Intention	This research uses accidental sampling as a sampling technique.	H3
8	(Hariadi & Sulistiono, 2021)	Consumer Trust has a positive and insignificant effect on repurchase interest. Shopping Experience has a positive and significant effect on repurchase interest. There are similarities in this research, namely using SmartPLS as a data processing tool.	This research examines Trust as an independent variable or (X).	Consumer Trust has a positive and insignificant effect on repurchase interest. Shopping Experience has a positive and significant effect on repurchase interest. There are similarities in this research, namely using SmartPLS as a data processing tool.	H3
9	(Prathama &	Consumer trust has a	This research uses	This research	H3

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Sahetapy, 2019)	significant consumer interest.	effect on repurchase	on purposive sampling as a sampling technique.	examines trust as an independent variable.
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## Discussion

### a) Influence of Celebrity Endorsement on Repurchase Intention

The results of the hypothesis test show that Hypothesis (H2) Celebrity Endorsement has a significant effect on Repurchase Intention. This can be related to the fact on the ground that nowadays many young people and adults like Korean or K-pop artists, therefore Scarlett takes advantage of this by making Korean artists or actors become brand ambassadors for Scarlett's skincare products which clearly have many idols are able to create their own consumer trust and stick in consumers' minds so they can increase purchases. To increase consumer purchasing interest, Scarlett does not hesitate to create new products or new variants of its products to attract people's lost purchasing interest again.

### b) The Effect of Celebrity Endorsements on Consumer Trust

The results of the hypothesis test show that Hypothesis (H1) Celebrity Endorsement has a significant effect on Consumer Trust. This can be interpreted as the influence of Celebrity Endorsement on Consumer Trust, where the better the Celebrity Endorsement used for Scarlett Whitening, the better it is to increase consumer trust. This shows that the Celebrity Endorsement used by Scarlett Whitening is by making top artists or Korean actors who clearly have many idols able to create their own consumer trust and stick in the minds of consumers so that they can increase purchases.

### c) The Influence of Consumer Trust on Repurchase Intention

The results of the hypothesis test show that Hypothesis (H3) Consumer Trust does not significantly influence Repurchase Intention. This shows that consumer trust applied to Scarlett Whitening does not affect the repurchase interest of each consumer, because repurchase interest does not pay too much attention and uses consumer trust as a reference for purchase interest, but rather looks at and pays attention to other variables outside of consumer trust.

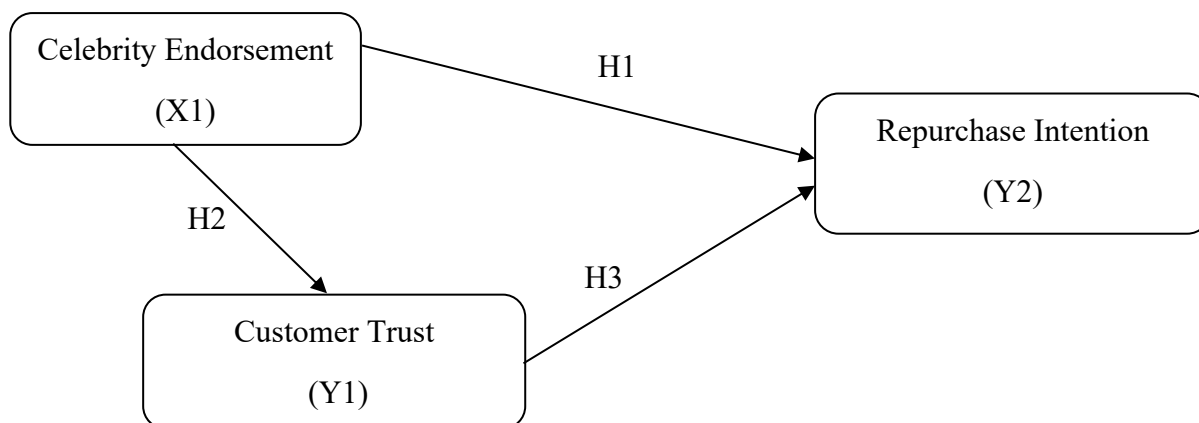
The results of this hypothesis are in line with previous research conducted by (Ali & Frisco, 2024) which shows that Trust has no effect and is not significant on Purchase Intention.

## Conceptual Framework

Many studies have suggested that consumer trust has an influence on repurchase intention, including research conducted by: (Ali.H & Frisco, 2024), (Praborwor, 2018), (Prathama & Sahetapy, 2019). The results of the research show that consumer trust has a positive and significant influence on purchasing interest.

Meanwhile, research on the influence of celebrity endorsements on repurchase intention was carried out by: (Rorhani ert al., 2020), (Lina Nurhayati & R.A Nurlinda, 2022), and research on the influence of celebrity endorsements on consumer trust was carried out by: (Maridjor & Amerlia, 2020), (Azura & Lubis, 2022), (Sherilarahmi, 2021). Each research result shows that celebrity endorsements have a positive and significant effect on repurchase interest and consumer trust.

Based on the explanation above regarding the flow of thought between research variables by referring to the results of previous research and expert opinions, it can be described through a research model framework as shown in the following image:



**Figure 1. Conceptual Framework**

And there are many other factors that influence Consumer Confidence (Y1), including:

- a) Price: (Ali, Narulita et al., 2018), (Ali & Ikhsani, 2017), (Anggita & Ali, 2017), (Novansa & Ali, 2017), (Doan & Ali, 2021), (Fauzi & Ali, 2021).
- b) Promotion: (Ali, Evi et al., 2018), (Prihartono & Ali, 2020), (Sulistiorini & Ali, 2017), (Hairiyah & Ali, 2017), (Ali, Narulita et al., 2018), (Hasyim & Ali, 2022).

**CONCLUSION**

This research aims to determine the effect of celebrity endorsement on repurchase intention through consumer trust in Scarlett skincare products. Based on the framework described previously, the following hypothesis can be concluded:

H1: Celebrity Endorsement influences Repurchase Intention.

H2: Celebrity Endorsements influence Consumer Trust.

H3: Consumer Trust influences Repurchase Intention.

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